

**TRAINING PROGRAM OF INSTRUCTION (TPI)  
FOR  
DINFOS-SEPAW  
SENIOR ENLISTED PUBLIC AFFAIRS WORKSHOP**



Approved by:

Hiram Bell, Jr.  
COL. Commandant  
Defense Information School

Approval Date: 5 May 2006  
Supercedes TPI Dated: 23 September 2003



**SENIOR ENLISTED PUBLIC AFFAIRS WORKSHOP**  
**TRAINING PROGRAM OF INSTRUCTION**

**Table of Contents**

<b><u>Element</u></b>	<b><u>Page</u></b>
<b>Preface</b>	<b>3</b>
<b>Functional Area 1-Operational Public Affairs</b>	<b>5</b>
The Public Affairs Operational Environment	
Information Operations	
Communications Plans	
Joint Operations	
Public Affairs Transformation	
<b>Functional Area 2-Service Specific</b>	<b>10</b>
Meet with senior enlisted PA representatives	
<b>Functional Area 3-Course Administration</b>	<b>11</b>
Course Administration Activities	

## **TRAINING PROGRAM OF INSTRUCTION**

### **Preface**

**TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN):** DINFOS-SEPAW

**TITLE:** Senior Enlisted Public Affairs Workshop

**TRAINING LOCATION:** Defense Information School, Ft Meade, MD

**SPECIALTY AWARDED:** None

**PURPOSE:** To provide attendees a seminar-based workshop designed to enhance their roles as senior enlisted public affairs advisors.

**COURSE DESCRIPTION:** The workshop provides a capstone experience for seasoned, senior enlisted public affairs professionals. Using guest lecturers and classroom discussion, this course will better prepare attendees to fulfill their advisory roles at the highest levels.

**PREREQUISITES:** The Senior Enlisted Public Affairs Workshop is open only to enlisted personnel, nominated by their respective Services Public Affairs Senior Enlisted Adviser who meet the following prerequisites:

**ARMY:** E-7 and above, Career Management Field 46.

**NAVY:** E-7 and above, working in public affairs or broadcasting.

**AIR FORCE:** E-7 and above, working in public affairs or broadcasting.

**MARINES:** E-7 and above, working in public affairs or broadcasting (MOS 43XX) for a minimum of 5 years.

**COAST GUARD:** E-6 “above the cut” to E-9, public affairs specialist.

International students are not eligible to attend this course.

**CLASS SIZE:**

MAXIMUM: 16

MINIMUM: 12

ANNUAL COURSE CAPACITY: 32

**COURSE LENGTH:** 5 Days

ACADEMIC HOURS: 37 Hours

ADMINISTRATIVE HOURS: 3 Hours

TOTAL COURSE HOURS: 40 Hours

**INSTRUCTOR CONTACT HOURS:** 48 Hours

**TYPE/METHOD OF INSTRUCTION:**

- |                              |          |
|------------------------------|----------|
| 1. Lecture (L)               | 4 Hours  |
| 2. Guest Lecture (GL)        | 24 Hours |
| 3. Performance Exercise (PE) | 7 Hours  |
| 4. Service Unique            | 2 Hours  |
| 5. Administrative Hours (AD) | 3 Hours  |

**TRAINING START DATE:** 10 Apr 2006

**ENVIRONMENTAL IMPACT:** None. DoD policy was followed to assess the environmental impact.

**MANPOWER:** The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

**EQUIPMENT AND FACILITIES:** The Course Design Resource Estimate (CDRE) contains this information.

**TRAINING DEVELOPMENT PROPONENT:** Course Development Department, Directorate of Training, Defense Information School, Fort George G. Meade, MD 20755, 301-677-4420

**FUNCTIONAL AREA 1**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-SEPAW-001-001

**UNIT TITLE:** The Public Affairs Operational Environment

**TPFN HOURS AND TYPE:** 10GL

**TPFN TOTAL HOURS:** 10

**PREREQUISITE TPFN:** None

**TASKS:**

001	Explain the Public Affairs Structure, Doctrine, and current issues of each Service.
002	Analyze national media perceptions of military public affairs.
003	Examine the impact of emerging technologies and practices in support of contingency operations.
004	Recognize the relationship between AFRTS and Public Affairs.

**SUMMARY OF INSTRUCTION:** Students learn the public affairs structure and doctrine of each Service from a senior Service Public Affairs representative. National media perceptions are analyzed through a moderated panel discussion with media representatives, which include a question and answer session. Resources available to support contingency operations are identified by representatives of various resource support agencies. Representatives from the American Forces Radio and Television Service provide students with an update on AFRTS through case studies and other learning materials.

**REFERENCES:** Army - Field Manual 46-1, Public Affairs Operations  
Marine Corps -MCWP 3-33.3, Marine Corps Public Affairs  
Air Force - Air Force Policy Directive 35-1, Public Affairs Management  
Navy- SECNAVINST 5720.44A-Navy Public Affairs Regulation  
Joint Pub - 3-61, Doctrine for Public Affairs in Joint Operations,  
Coast Guard Public Affairs Manual, COMDTINST M5728.2C

**INSTRUCTOR/STUDENT RATIO:** 1:16(GL)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 1**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-SEPAW-001-002-

**UNIT TITLE:** Information Operations

**TPFN HOURS AND TYPE:** 7GL

**TPFN TOTAL HOURS:** 7

**PREREQUISITE TPFN:** None

**TASKS:**

001	Explain the relationship between Information Operations and Public Affairs.
002	Recognize the Public Affairs role in an Information Operations Cell.
003	Recognize the need for synergy between Public Diplomacy, Civil Affairs, Public Affairs and Information Operation.

**SUMMARY OF INSTRUCTION:** Students are briefed by representatives from the 1<sup>st</sup> I O Command or equivalent organization and other Service IO subject matter experts on doctrine through case studies and other pertinent materials. The role of public affairs personnel in the Information Operations Cell is explained through the use of case studies. A panel with representatives from the disciplines of Public Diplomacy, Civil Affairs, Public Affairs and Information Operations will explain the synergy that must take place between all to achieve information superiority in the global information environment.

**REFERENCES:** Army - Field Manual 100-6, Information Operations  
Navy -OPNAVINST 3430.25, Information Warfare and Command and Control Warfare  
Marine Corps -MCWP 3-33.3, Marine Corps Public Affairs  
Air Force - Air Force Doctrine 2-5, Information Operations  
Joint Pub - 3-13, Joint Doctrine for Information Operations

**INSTRUCTOR/STUDENT RATIO:** 1:16(GL)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 1**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-SEPAW-001-003-

**UNIT TITLE:** Communications Plans

**TPFN HOURS AND TYPE:** 2L, 7PE

**TPFN TOTAL HOURS:** 9

**PREREQUISITE TPFN:**

- TASKS:**
- 001 Examine the differences between Strategic, Operational, and Tactical Communications planning.
  - 002 Develop a draft tactical communications plan to address a given issue.
  - 003 Present a draft tactical communications plan for feedback.
  - 004 Apply the principles of the risk communications process to a scenario.

**SUMMARY OF INSTRUCTION:** A guest lecturer will present current strategic communications planning models and explicate the difference between these models and tactical communications practices. Students, working as a group, will develop a draft tactical communications plan to address a public affairs issue. The plan will also demonstrate the successful employment of the risk communications process.

**REFERENCES:** Selected read-ahead materials to be determined by guest lecturer.

**INSTRUCTOR/STUDENT RATIO:** 1:16(L)(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 1**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-SEPAW-001-004-

**UNIT TITLE:** Joint Operations

**TPFN HOURS AND TYPE:** 5GL

**TPFN TOTAL HOURS:** 5

**PREREQUISITE TPFN:** None

**TASKS:** 001 Examine Joint Doctrine.  
002 Analyze PA lessons learned from recent joint operations (JULLS)

**SUMMARY OF INSTRUCTION:** Representatives from Joint Forces Command and other appropriate agencies will present an overview of joint doctrine and present students with case studies and other learning materials designed to illustrate the various resources available to PA practitioners.

**REFERENCES:** Joint Pub - 3-61, Doctrine for Public Affairs in Joint Operations  
Joint Pub - 3-13, Joint Doctrine for Information Operations

**INSTRUCTOR/STUDENT RATIO:** 1:16(GL)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 1**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-SEPAW-001-005-

**UNIT TITLE:** Public Affairs Transformation

**TPFN HOURS AND TYPE:** 2GL, 2L

**TPFN TOTAL HOURS:** 4

**PREREQUISITE TPFN:**

**TASKS:** 001 Examine the impact of emerging technologies on PA.  
002 Examine the impact on emerging practices in PA.

**SUMMARY OF INSTRUCTION:** Guest Lecturers will present information on current and future public affairs initiatives. The capabilities of emerging technologies as applied to public affairs will also be detailed. Representatives from the Defense Information School will brief students on the current operations of the school and future initiatives such as distance learning.

**REFERENCES:** To be determined by guest lecturer.

**INSTRUCTOR/STUDENT RATIO:** 1:16(L)(GL)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 2**  
**SERVICE SPECIFIC**

**TPFN:** DINFOS-SEPAW-002-001

**UNIT TITLE:** Service Specific

**TPFN HOURS AND TYPE:** 2GL

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:** 001 Meet with senior enlisted PA representatives

**SUMMARY OF INSTRUCTION:** Senior public affairs enlisted personnel provide updated career field information to students in Service break out sessions.

**REFERENCES:** To be determined by guest lecturer.

**INSTRUCTOR/STUDENT RATIO:** 1: to Service

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 3**  
**COURSE ADMINISTRATION**

**TPFN:** DINFOS-SEPAW-003-001

**UNIT TITLE:** Course Administration Activities

**TPFN HOURS AND TYPE:** 3

**TPFN TOTAL HOURS:** 3

**PREREQUISITE TPFN:**

**TASKS:** 001 Complete in-processing.  
002 Complete out-processing

**SUMMARY OF INSTRUCTION:** Self-explanatory.

**REFERENCES:** DINFOS Policy and Procedure Manual

**INSTRUCTOR/STUDENT RATIO:** 1:16

**SAFETY FACTORS:** N/A